

They All Boost for the Mesilla Valley

(Continued from Page 46.)

J. D. WOLLETT—REAL**ESTATE, LAS CRUCES.**

A great deal of the advancement which has been made, the growth of population, the large increase in building activity in investments and the rise in values have been anticipated by the real estate dealers and agents who have located in Las Cruces within the last few years. Their coming was with a better understanding of the situation than the home people. They now anticipate greater things, for they can see that Las Cruces is bound to grow correspondingly with the advancement of the Southwest and Las Cruces as the metropolis of the Mesilla valley. Among the more practical and far seeing of those prophets is J. D. Wollett, who is placing lots in Westmont and Sylvan additions to Las Cruces on the market. These additions are on "the heights," situated on an eminence 100 feet above the valley and a short distance from the thriving little city of Las Cruces. Natural conditions are such that these additions are destined to become a residence center. Located upon the mesa above the valley, away from the sand storms, having natural drainage and almost perpetual sunshine and plenty of pure air, "The Heights" possesses every element to good health. Property is now sold at a reasonable figure and it is an ideal place for a home. Educational facilities nearby are unsurpassed in the West and the religious, social and business conditions compare favorably with any other section in the United States.

PROBATE CLERK I. ARMIJO, LAS CRUCES.

Mr. Armijo, who is a native son of Las Cruces, N. M., of old Spanish stock, during his eight years of incumbency, has installed modern business methods in the probate clerk's office—notably a loose-leaf ledger system of typewritten records. By businesslike and courteous administration he has recorded more deeds in his time than all of his predecessors combined. A persistent campaign of advertising has resulted in the resurrection and recording of old deeds never before recorded—so that today he has the most complete county records in the territory and is able to guarantee any title to land coming under his jurisdiction. By an absolute check on all papers received by him for record, all chance for flaws in title due to negligence or carelessness is eliminated. Mr. Armijo is also ex-officio county recorder, clerk to county commissioners and county court.

Las Cruces Business Men Have Right To Be Proud.

SOUTHWESTERN ABSTRACT**COMPANY, LAS CRUCES.**

There are hundreds of people living in other sections of the country who, if they could fully appreciate the many splendid opportunities offered for investment, would immediately make a trip to Las Cruces and secure real estate in the city or in close proximity, for there is no question of the wonderful growth of Las Cruces and the Mesilla valley. In buying property the main essential is to know that the title to the property is clear of all incumbrances and the only and best way to find out is through a first class abstract office. The Southwestern Abstract company of Las Cruces is thoroughly reliable, they possessing the only set of abstracts in Dona Ana county. And their abstracts are admitted in evidence by all of the courts of New Mexico. A. L. Kelso is manager of the company, as well as its secretary and treasurer. H. D. Bowman is president and J. F. Bonham is vice president.

SHERIFF FELIPE LUCERO,**LAS CRUCES.**

The position of sheriff of Dona Ana county, whose duties cover such a large section of growing community of southern New Mexico, is no sinecure, by any means. The people of Dona Ana county when they entrusted this onerous task to Felipe Lucero, as he has had a lifetime experience, being the chief deputy under his brother for a number of years and he enjoys the reputation of being a fearless peace officer. This is Mr. Lucero's first term but it is by no means the last, his extreme popularity, plainly evidencing that he can have the office as long as he desires. During the time that he has occupied the position a great many matters of immediate importance have arisen, and at no time has Mr. Lucero failed to meet every emergency with credit to himself and satisfaction to the people. He is a native of Las Cruces and is personally known by every man, woman and child in the community.

THEODORE ROUAULT, LAS CRUCES.

Of the numerous pioneers of the thriving little city of Las Cruces is Theodore Rouault, the well known implement and general merchandise dealer.

He has been in business in the Mesilla valley for the last 30 years. He deals in farm machinery of all kinds and is agent for all of the John Deere implements and also handles the famous Velle harnesses and vehicles, Ann Arbor hay presses, International harvesters, saddles, seeds, etc., both wholesale and retail. Mr. Rouault owns about 1500 acres of good land in the valley. He is also sole owner and operator of the Las Cruces cannery factory, which was established about 12 years ago on a small scale, having a capacity of only 250 cases of tomatoes and small fruits and is now turning out 15,000 cases of tomatoes, 5000 cases of green chile and a number of cases of small fruit. The reputation of the products of this enterprising little establishment is known all over the Southwest. Mr. Rouault is also connected with the Las Cruces Electric Light and Ice company.

MAY BROTHERS, LAS CRUCES.

The best institution of a community is the general merchandise store and a leading establishment in that line is the large store of the May brothers. It is one of the largest wholesale and retail concerns of Las Cruces, dealing in groceries, dry goods and general merchandise. Las Cruces is the central market for everything consumed or used by the mining, farming or industrial communities in this part of the Southwest. The enterprising house of the May brothers is a large mercantile establishment and they are dealers on a large scale in fancy and staple groceries, dry goods, etc. They have been in business in Las Cruces for the last 15 years and they occupy a large double brick store located on one of the principal corners of the city. Both of the brothers are merchants of long and varied experience and upon their experience they have built up an institution that is well suited to the wants of Las Cruces.

LAS CRUCES ELECTRIC AND MACHINERY CO.

The leading concern in electrical construction in Las Cruces is the Las Cruces Electric and Machinery company on Main street, conducted by H. G. Fitzgerald, manager. This company deals in all descriptions of electrical goods and supplies. Their work consists of electrical and mechanical construction

and fitting of fixtures. They have done a large amount of the best electric work in Las Cruces. Mr. Fitzgerald is an expert electrical engineer and is prepared to undertake contracts of any description or magnitude in electrical construction.

JOSE R. LUCERO, CLERK OF DISTRICT COURT.

For many years the Hon. Jose R. Lucero has been prominent in political affairs of New Mexico, and his appointment to the position of clerk of the district court was a fitting acknowledgment of the services he has rendered. He is a gentleman of the highest possible integrity, wide experience and marked ability, a man in the prime of life and fully a representative of the class of citizenship which fosters enterprising ideas for the progress of the southwest, enjoying to the fullest extent the confidence and esteem of all having the pleasure of his acquaintance. He is a native of Las Cruces and has held the position of county clerk for four years and the office of sheriff for a period of eight years before the incumbency of his present position.

JAMES T. SMITH COMPANY, LAS CRUCES.

Las Cruces has already become famous as the metropolis of the wonderful Mesilla valley. It is located on the eastern edge of the valley on the main line of the Santa Fe railroad running from Albuquerque to El Paso, and is 43 miles north of El Paso and 210 miles south of Albuquerque. It is the natural shipping point for the Mesilla valley and blessed with its favorable surroundings. The James T. Smith company are agents for the beautiful Sunny Slope addition to Las Cruces, which is located south and east of the center of the city, adjoining the lands of the New Mexico College of Agriculture and Mechanical Arts. The lots are on sale at the tempting offer of \$1.00 down and \$1.00 per week. It is an excellent chance for a profitable investment. The investment carries no interest, mortgage or taxes. The James T. Smith company are extensive dealers in real estate, stocks and bonds, and they are the representatives of the Consolidated Mines and Reduction company, and thoroughly reliable.

New Mexico has an annual flow of water out of its borders estimated at 20,000 second feet, or about 4,000,000 acre feet annually, sufficient water to reclaim about 2,000,000 acres of land.

The manufacturing opportunities in El Paso are more numerous than in any other portion of the United States.

Much Rich Placer Gravel In New Mexico

Because of the fact that New Mexico is not blessed by numerous water courses, and that those it has are not in the right place for placer mining, few realize the coming importance of the placer area of the territory, or its extent.

The exact extent of the placer area of the territory is, of course, not very accurately known. The scarcity of water and the failure of inventors to produce a dry washer which would actually wash gold under ordinary working conditions, have combined to prevent the opening up of any considerable placer ground in New Mexico, as prospectors pay little or no attention to that kind of mining when it seems that there is no available water for working the ground. Thousands of acres of good placer ground are untouched because it costs too much to extract the gold at long distances from water supplies.

But there is placer gold in New Mexico, and plenty of it, even in the known fields. Prof. Fayette A. Jones, for a number of years at the head of the New Mexico school of mines at Socorro, and afterwards connected with the United States geological survey, a position which gave him exceptional opportunities for gathering such data, estimates the placer area of the territory at approximately 450 square miles, and that the richness of the gravels will average no less than 10 cents a cubic yard for all the known deposits included in this estimated area.

This source of great golden wealth is not now available, because of the impossibility of profitably working the majority of the deposits at a profit with any understood method, but with the progress of the past as indicating the possibilities of the future there is reason to believe that it will not be many years until the inventive genius of metallurgy will bring into the channels of trade a wealth of gold too large to estimate in dollars.

Marketable ore in the state of Sonora is sufficiently rich in gold or silver to allow of packing for distances ranging from 50 to 300 miles on mules, paying railroad freight to some point in the United States, either by rail or steamer, and in addition to that all the usual charges for treatment, penalties, etc. Under these conditions a property must produce very rich ore to be worth anything to man without the money to build a smelter or a mill, and

459 Square Miles Gold Bearing Ground Awaits Improved Process.

for these reasons there are thousands of good mining properties now either idle or unlocated in the state, awaiting the coming of men and companies with the money to take in mills and smelters for the treatment of the ores on the ground.

The mining interests tributary to the

city of El Paso are many times greater than the mining interests making Denver a great city, and within 25 years El Paso will lead Denver in both population and wealth.

Before the end of 1910 the officials of the International Smelting and Refining company expect to have work

well along on one of the largest smelting plants in the world. The site supposed to have been chosen for this great industry is in New Mexico, just across the river from El Paso, and a new street car line will be necessary to handle the business crossing the river in that part of the city.

A city showing steady progress each year in building, assessed valuation, bank clearings and population is building upon a safe foundation. That is just what El Paso is doing very fast. Real estate will increase in value with each year, and an investment now is a sure money maker.



CANTALOUPE FROM MESILLA VALLEY, NEAR EL PASO

Melons from this valley bring the highest prices on the eastern markets, outclassing Rocky Ford and all other districts for quality. Mesilla Valley melons are eagerly sought.